

AFFIDAVIT

This Affidavit is being executed by an officer of SilverPop Systems, Inc. as a statement of ownership for the following U.S. Patent Applications (the Present Applications):

Serial No.	Filing Date	Title
09/856,244	May 21, 2001	"Load Balancing Via Message Source Selection"
09/831,655	May 10, 2001	"On-Line Relationship Marketing"
09/856,536	May 22, 2001	"Interactive Commercials As Interface To A Search Engine"
10,240,079	Sept. 24, 2002	"Systems and Methods of Conducting An Advertising Campaign"
09/295,933	April 21, 1999	"Electronic Mail Deployment System"

The Present Applications were originally filed in the United States Patent Office by or subsequently assigned to **MindArrow Systems, Inc.** of Aliso Viejo, California. Subsequent to this filing, the Present Application was acquired by **Avalon Digital Marketing Systems, Inc.** of California. On June 30, 2003, the Present Applications were acquired by **SilverPop Systems, Inc.**

As an officer of SilverPop Systems, Inc., I hereby state that SilverPop Systems, Inc. has full and complete title and ownership in and to the Present Applications.

James K. McCormick  
 Signature  
James K. McCormick  
 Name  
CEO  
 Title/Position  
7/19/04  
 Date

STATE OF Georgia  
 COUNTY OF Cobb

(SEAL)

On this 19<sup>th</sup> day of July, 2004, before me personally appeared James K. McCormick, to me known and known to me to be the individual aforesaid who duly acknowledged the signing of the foregoing instrument to be his voluntary act and deed and who executed the same for the uses and purposes therein specified.

James H. Ostrinski  
 Notary Public

Notary Public, Cobb County, Georgia  
 My Commission Expires July 14, 2006